

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WTLF

Report reflects information for quarter ending (mm/dd/yy)

03/31/2008

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☐ Yes ☒ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign WTLF	Channel Numbers		Community of License			
	Analog	NA - Digital only <input type="checkbox"/>	City	State	County	Zip Code
	Digital	24 <input checked="" type="checkbox"/>	Tallahassee	FL	Leon	32303
Licensee MPS Media of Tallahassee License, LLC						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA 109 Tallahassee-Thomasville	World Wide Web Home Page Address myfoxtallahassee.com		
Facility ID Number 82735	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) 02/01/2013			

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

3 on 3/31/08

Total 5:00 a.m. to 1:00 a.m. CSTs

CW Network airing these for
us & all their CWPlus
affiliates

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

0

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

2 on 3/31/08

Total 6:00 p.m. to 11:35 p.m. CSTs

CW Network airing these for
us & all their CWPlus
affiliates

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

CW Network airing these for
us & all their CWPlus
affiliates

Comments (add additional sheets where necessary):

Per the 3/26/08 Memo from Russ Myerson, EVP & General Manager of CW Plus: To supplement the DTV Education efforts of CWPlus affiliates, like WTLF, the CW Network will schedule crawls, 30 minute infomercial & 100 day countdown. Reporting of these supplemental efforts will be provided by CW Network on their website, www.thecwplus.com

A copy of Mr Myerson's memo is also posted on the network's website www.thecwplus.com

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

Graphic Displays

Animated Graphics

Graphic and Audio Displays

Longer Form Reminders

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives -- Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☐ Yes ☒ No

Comments (add additional sheets where necessary):

Station Website Additional Activity Related to the DTV Transition -- Last Quarter

Does your station have a Website? ☐ Yes ☒ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☐ Yes ☒ No

Comments (add additional sheets where necessary):

WTLF does not have it's own individual website, instead it relies on the website provided by the CW Network, www.thecwplus.com

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments (add additional sheets where necessary):

☐ Community Events

Comments (add additional sheets where necessary):

☐ Other (describe)

Comments (add additional sheets where necessary):

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

In addition to the spots aired on 3/31/08, WTLF (digital only) aired 20 PSAs from 3/21/08-3/30/08 , 10 which aired 6p-1135p.)

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing <i>DAVID HINTERSCHEID</i>	Typed or Printed Title of Person Signing <i>G.M.</i>
Signature <input type="checkbox"/> <i>[Signature]</i>	Date <i>4/8/08</i>

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PER, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

MEMORANDUM



TO: CW PLUS Affiliates

FROM: Russell Myerson, EVP and General Manager

DATE: March 26, 2008

SUBJECT: Digital Television Transition

The FCC has recently mandated that television stations commence a comprehensive education plan for consumers to aid them in understanding and accommodating the upcoming digital transition. As part of the FCC mandate, local television stations were given two specific options on how to facilitate this education process. **As a broadcast licensee, your company is responsible for the successful execution of the option you choose and the regular reporting of your progress to the FCC.**

The CW PLUS will be **supplementing** your locally originated efforts by scheduling the following on-air events on our national program feed starting on/before April 1, 2008 and continuing until March 31, 2009:

Crawls: The CW PLUS will be scheduling informational crawls that run over program content each day during the following four specific dayparts: 6:01 am to 12:00 pm, 12:01 pm to 6:00 pm, 6:01 pm to 12:00 am, and 12:01 am to 6:00 am. All of the schedule times are based upon Eastern and Pacific time. We will schedule these crawls twice a day in each daypart for a total of eight crawls daily. One of the eight crawls will specifically air in primetime each day. The text of the crawls, which will last at least sixty seconds in length each, is as follows:

"On February 17, 2009, television stations nationwide will switch to digital broadcasting. The change will only affect customers who don't have a TV set manufactured in the last two years with a built-in digital tuner, or who don't subscribe to cable or satellite TV. If you have an older TV set and receive your TV signal via an antenna, then you will need to buy a low-cost digital converter box from your local electronics store. The federal government is offering discount coupons for digital converter boxes. To learn more about digital television and to apply for a government discount coupon, call the NTIA at 1 (888) DTV-2009 or go to www.dtv2009.gov."

Infomercial: The NAB has produced a thirty minute infomercial on the digital transition for local stations to use in educating consumers. The CW PLUS will schedule this infomercial on our national feed once a month between the hours of 8:00 am and 11:35 pm.

100 Day Countdown: We will schedule a graphical "countdown clock" on our national feed beginning 100 days prior to the February 17, 2009 digital transition that reminds viewers about the specific number of days left until the transition and highlights a website where they can go for further information. This graphic will air daily and will be scheduled in the same exhibition window as the informational crawls.

Reporting: All of the efforts described above, including actual "hit" times, will be memorialized in a monthly report we will provide our stations that will be posted on the legal tab under the programming section of www.thecwplus.com. This information, combined with your own local compliance efforts, can be the basis of your formal quarterly report to the FCC.

If you have any questions about our plan, please feel free to call or email me. I can be reached at 818.977.8480 or at russell.myerson@cwtnv.com.

Thank you.